

DEMANDS OF DIGITAL HEALTHCARE IN CHINA: WHY CHINA IS “NOT” AN AGED PEOPLE FRIENDLY PLACE?

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**WHY JUST EMAILING ELDERLY RELATIVES
CAN DOUBLE RISK OF DEPRESSION: OLD
PEOPLE NEED TO SEE THEIR FAMILY THREE
TIMES A WEEK**



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QUALITY OF DEATH INDEX

The Economist Intelligence Unit

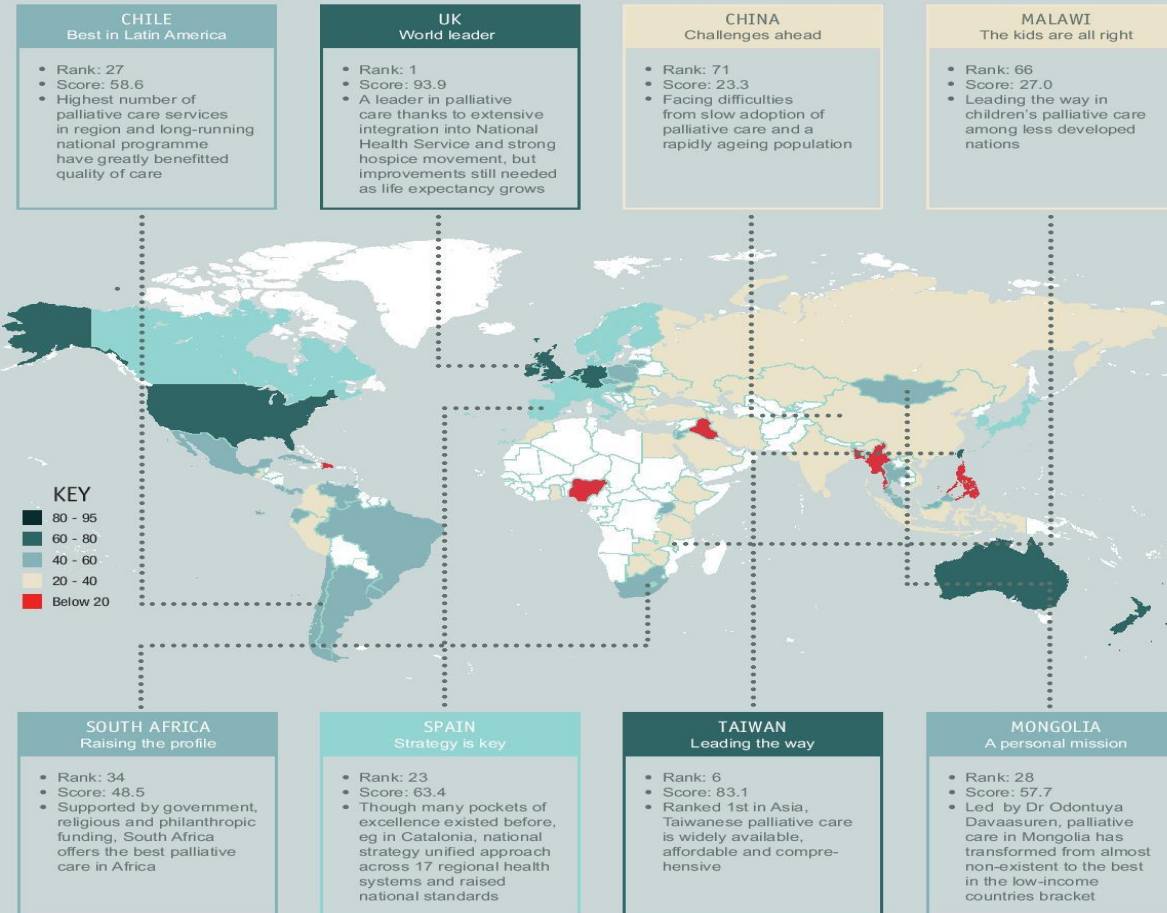
The 2015 Quality of Death Index Ranking palliative care across the world

A report by The Economist Intelligence Unit



- **PALLIATIVE AND HEALTHCARE ENVIRONMENT (20% WEIGHTING, 4 INDICATORS)**
- **HUMAN RESOURCES (20% WEIGHTING, 5 INDICATORS)**
- **AFFORDABILITY OF CARE (20% WEIGHTING, 3 INDICATORS)**
- **QUALITY OF CARE (30% WEIGHTING, 6 INDICATORS)**
- **COMMUNITY ENGAGEMENT (10% WEIGHTING, 2 INDICATORS)**

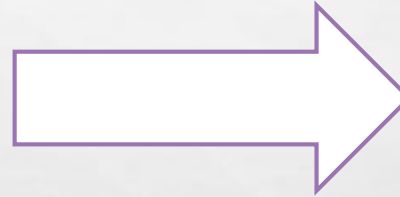
PALLIATIVE CARE AROUND THE WORLD & CASE STUDIES



“ *The biggest problem is that our healthcare systems are designed to provide acute care when what we need is chronic care... That’s still the case almost everywhere in the world*

– Stephen Connor, senior fellow at the Worldwide Hospice Palliative Care Alliance ”

THE END OF FILIAL PIETY ?





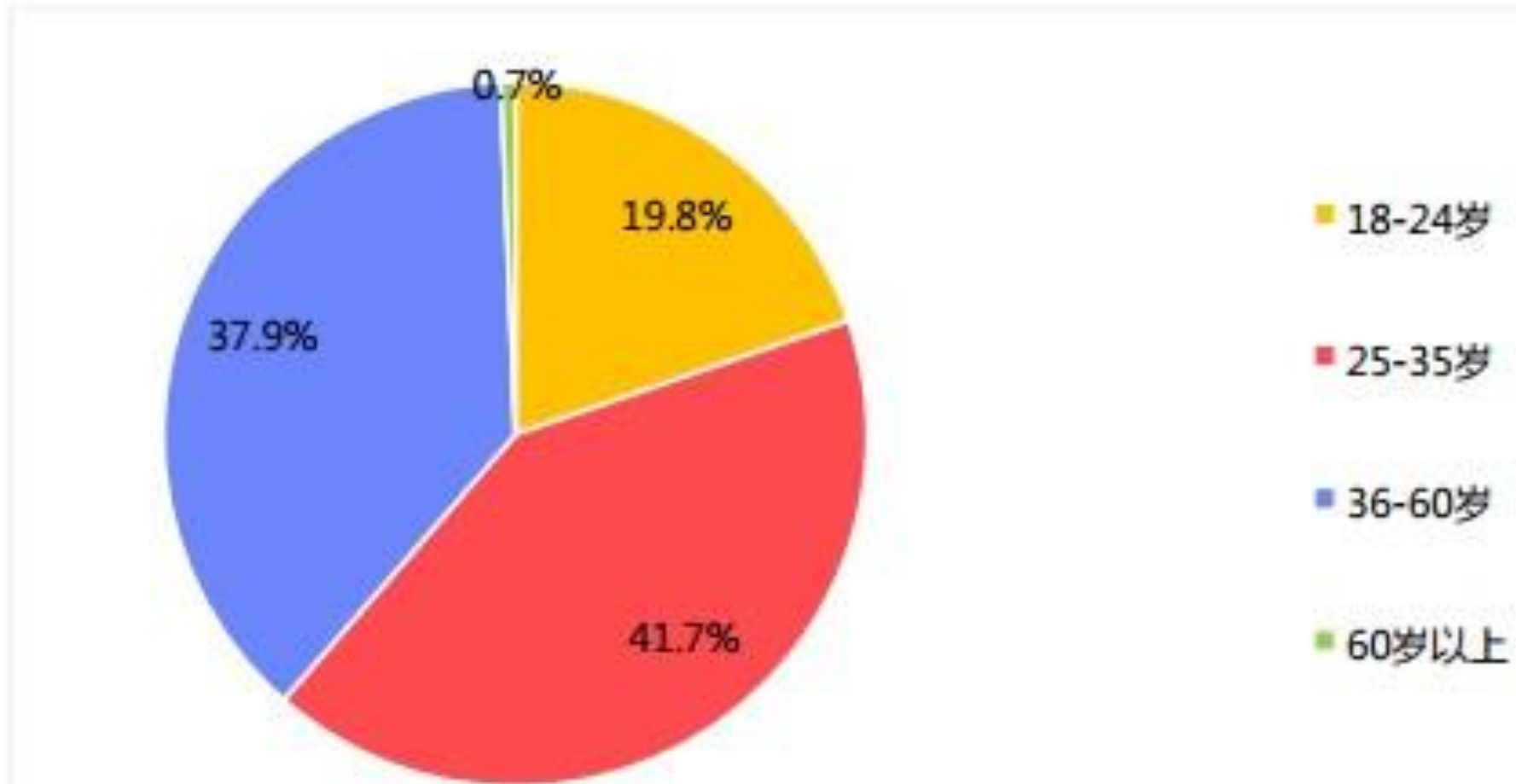
USER'S NUMBER

150,000,000

AGED USER (60-YEAR+)

0.7%

图 2-6 乘客年龄分布

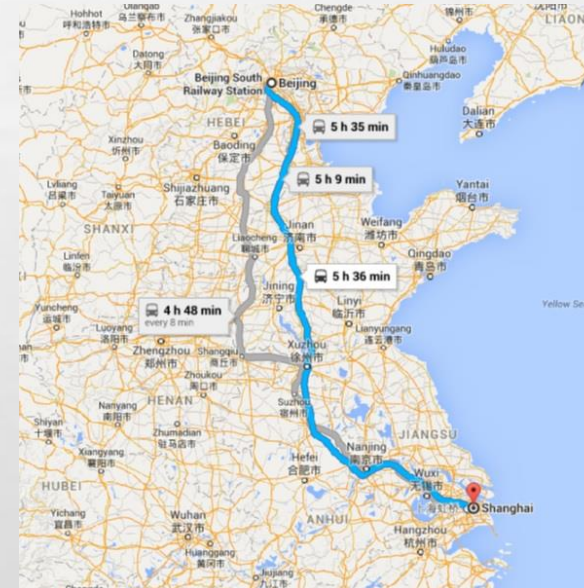




250KM/H, 19,000KM, 60%

819 MILES

400 MILES





Ticket Number: B023489

Train Number: K5

Arrival Station: 成都站 (Chengdu)

Berth Number: 15车04号上铺 (Carriage 15, Berth 04, Upper)

Berth Position:

- 上铺: Upper Berth
- 中铺: Middle Berth
- 下铺: Lower Berth

Class:

- 高级软卧: Luxury Soft Sleeper
- 软卧: Soft Sleeper
- 硬卧: Hard Sleeper
- 商务座: Business Class Seat
- 特等座: VIP Class Seat
- 一等座: First Class Seat
- 二等座: Second Class Seat
- 软座: Soft Seat
- 硬座: Hard Seat
- 无座: Standing

Departure Station: 西安站 (Xian)

Departure Year/Month/Date/Hour: 2015年08月07日13:20开

Price (CNY): ¥194.0元
限乘当日当次车

Passenger's Passport Number: 1236567** GOLUMGAK**

Passenger's Name: 36010311510706B023489 西安售

Carriage Number: 15

Class: 硬卧 (Hard Sleeper)

买票请到12306 发货请到95306
中国铁路祝您旅途愉快

36010311510706B023489 西安售

TravelChinaGuide.com

HEALTHCARE FACTS

- **AN AVERAGE RATE OF 11.8 PERCENT A YEAR IN 2014-2018,**
- **REACHING \$892 BILLION BY 2018.**
- **SPENDING WILL BE DRIVEN PRIMARILY BY CONSUMERS' RAPIDLY INCREASING INCOMES AND THE GOVERNMENT'S PUBLIC HEALTH CARE REFORMS.²**

FACTS ABOUT CHINA



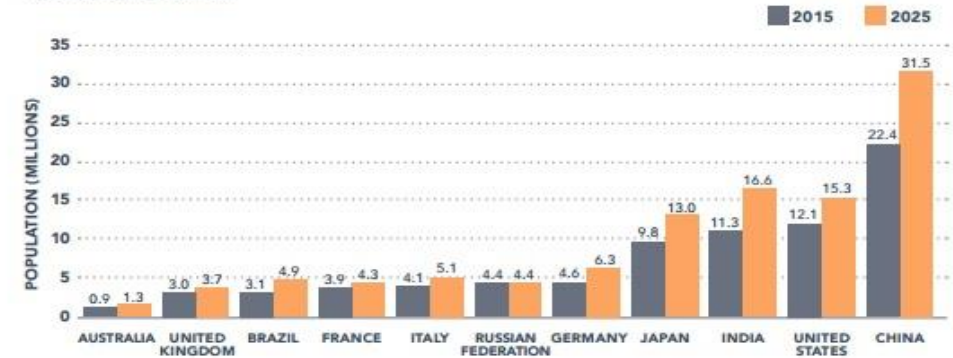
DEMOGRAPHICS

POPULATION SNAPSHOT

	2015	2030	2050
TOTAL POPULATION	1.38 billion	1.42 billion	1.34 billion
POPULATION OVER 60 YEARS	209 million	358 million	492 million
POPULATION OVER 80 YEARS	22 million	41 million	120 million

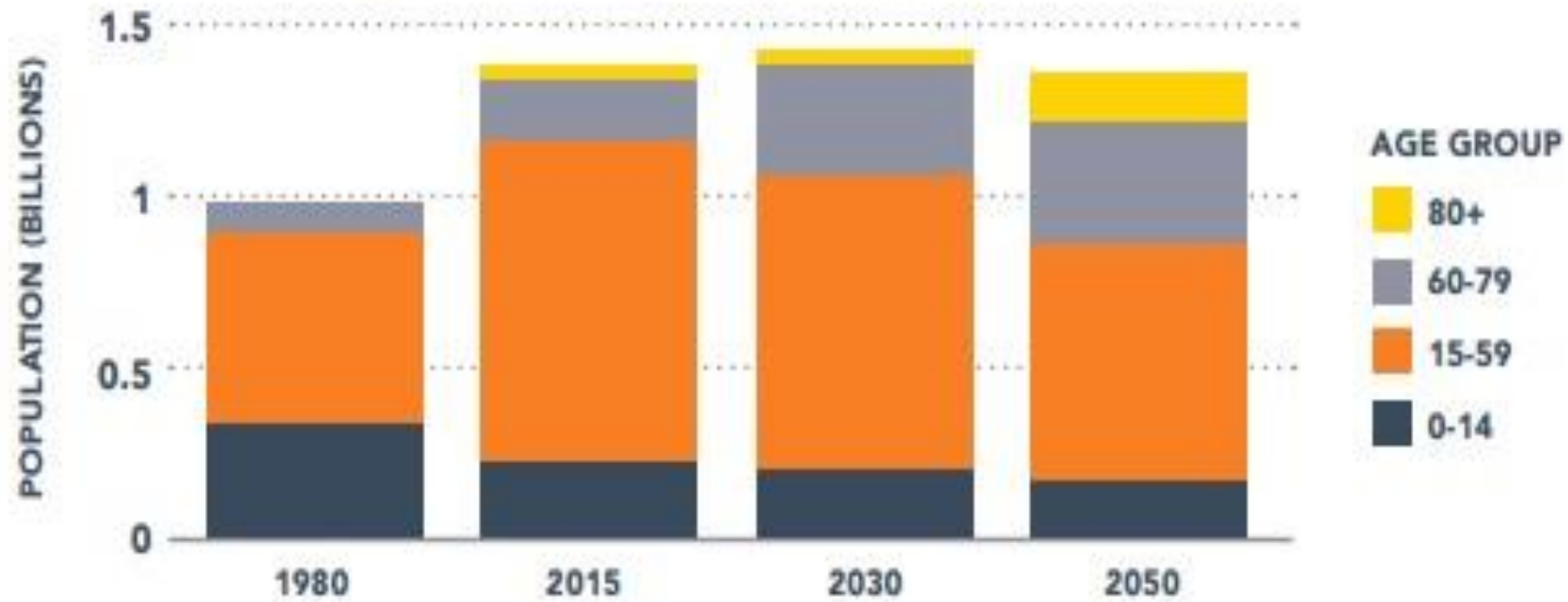
Source: Population Estimates, United Nations Department of Economic and Social Affairs

TOP 10 COUNTRIES & AUSTRALIA WITH THE LARGEST POPULATION AGED 80 YEARS AND OVER



Source: Population Estimates, United Nations Department of Economic and Social Affairs

CHINA'S DEMOGRAPHIC AGE STRUCTURE (1980 - 2050)



Source: Population Estimates, United Nations Department of Economic and Social Affairs

HOME CARE

"9073" STRATEGY CONTAINED IN CHINA'S 12TH FIVE-YEAR PLAN



- Home care as a foundation
- Community care as a supplement
- Institutional care as a support

“4-2-1” FAMILY



LACK OF ESTABLISHED SERVICE MODEL



LACK OF SKILLS QUALIFICATIONS



RATIO OF WORKERS AND RETIREES

5:1

AFTER 20 YEARS.....

2:1

CASE STUDY: POST-STROKE CARE

2,500,000 PER YEAR

(SCOTLAND POPULATION 5.4 M)

SOME FACTS

- **Globally the second leading cause of death in those 60 years**
- **In China, with 1.4 billion populations, the annual stroke mortality rate is approximately 1.6 million, approximately 157 per 100 000, which has exceeded heart disease to become the leading cause of death and adult disability.**
- **Stroke causes approximately 116 deaths in population of 100 000 in cities and 111 deaths in rural areas.**

COST AND IMPACT

- **STROKE HAS HAD A SIGNIFICANT IMPACT ON HEALTHCARE EXPENDITURES AND THE CHINESE ECONOMY.**
- **IN 2004, THE AVERAGE FEE FOR STROKE ADMISSION WAS 6356 RMB (£706), WHICH WAS 2TIMES THE ANNUAL INCOME OF RURAL RESIDENTS.**
- **THE COST FOR STROKE CARE BY THE GOVERNMENT-FUNDED HOSPITALS WAS 1.17 BILLION RMB IN 2003 AND 8.19 BILLION IN 2009 (117% INCREASE ANNUALLY).**
- **NOW THE ANNUAL COST OF STROKE CARE IN CHINA IS APPROXIMATELY 40 BILLION RMB (£4.4 BILLION), 10 TIMES HIGHER THAN THE CARE OF CARDIOVASCULAR DISEASES.**

COMMUNICATION DIFFICULT

40%

DEMANDS FOR POST-STROKE CARE

- **COMMUNICATION**
- **INDEPENDENT**
- **SAFE**





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SQUARE ENIX



BRAINLINK
Healthy Brainwave for Everyone

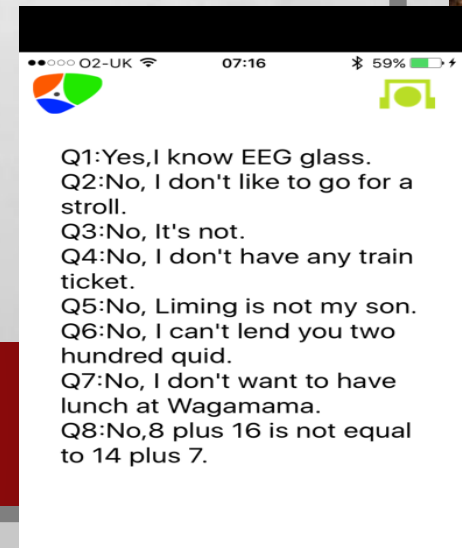
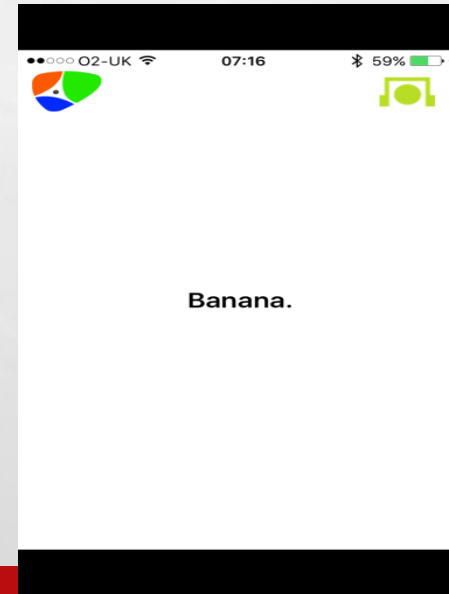
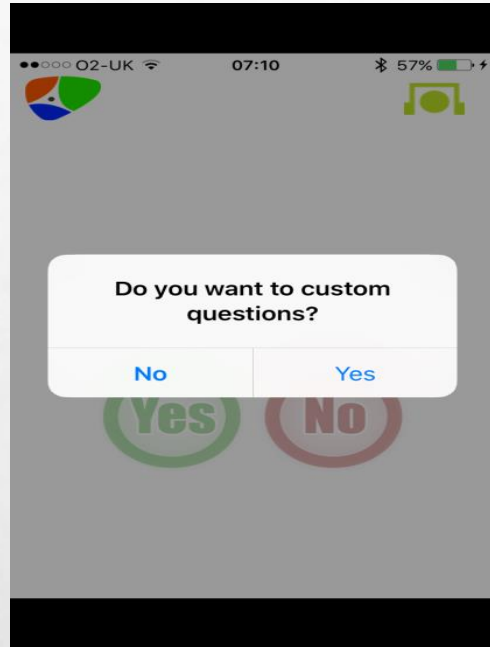
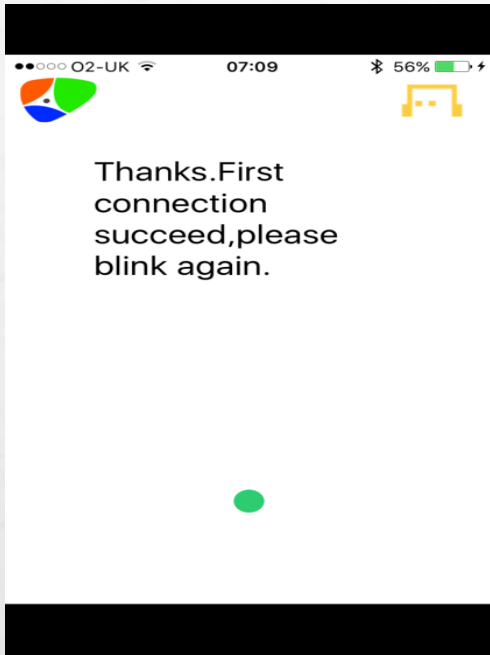
TOSHIBA





EEGLIFE: SMART GLASS





THANK YOU

